

Raleigh Utility Customers Changing Habits More Conservation-Conscious for a Better Environment

Raleigh utility customers are changing their habits in positive ways for our environment. As water conservation is a growing focus, an increasing preference for paperless bills and electronic payments also benefits the environment. Comparing January 2012 to January 2011, here are monthly statistics that show how these habits have changed in just one year:

- 25,781 more utility customers used the City's Web Self Service portal for accessing account information and tracking usage.
- 6,567 more customers received their utility bill electronically by signing up for E-Billing instead of receiving a printed bill in the mail.
- 5,549 more utility payments were made to the City of Raleigh using the Web Self Service electronic payment option.
- 4,853 more utility payments were received by customers using their own online banking with electronic funds transfers to the City.

According to an article by Ralph Reid published in the Environmental Leader,

"...on average each American uses the equivalent of one 100-foot-tall Douglas fir tree in paper and wood products each year. The steps we take – as businesses and individuals – to reduce paper usage is a basic step that can play a major role in helping to preserve vital resources and reduce an organization's environmental impact...." ¹

Conservation starts with each of us. We can make a big environmental impact by changing just a few small habits. If you have questions about how you can change your conservation habits with any of the programs listed here, visit the Utility Billing Online Services page at www.raleighnc.gov.

¹ Ralph Reid. "Initiative to Reduce Paper Use, Improve the Bottom Line." *Environmental Leader* 11 Jan. 2011, www.environmentalleader.com/2011/01/11/initiatives-to-reduce-paper-use-improve-the-bottom-line/